

# Kangaroo Island Industry & Brand Alliance

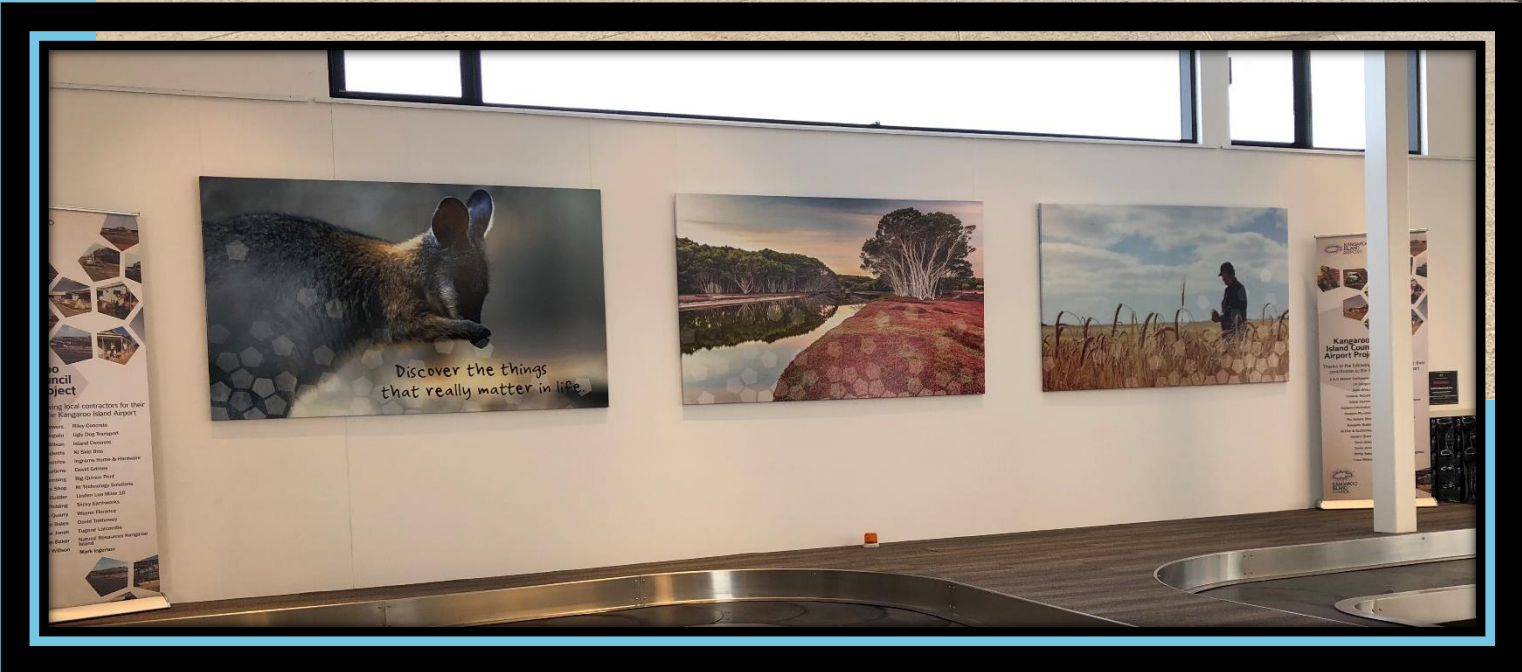
Annual Report 2017-18

- **Promote**
- **Protect**
- **Enhance**

KANGAROO  
ISLAND



# Kangaroo Island Airport





# Website

[www.authentickangarooisland.com.au](http://www.authentickangarooisland.com.au)

*2017 – 18*

- ❖ 39,507 page views
- ❖ 16,394 unique users



- ❖ 1,727 referrals
  - ❖ 600 social media referrals
  - ❖ 11,792 organic referrals
  - ❖ 2,470 direct referrals
- 
- ❖ When searching Kangaroo Island it comes up in the TOP 10 behind Booking sites / Tourism Kangaroo Island / SeaLink / Council



# Member Display

We have recently done a Display for our Members' product and Brochures. This is a travelling display and we'll use every opportunity to promote your products and services.





# Kangaroo Island Social Media Alliance program

## 2017 – 18

Facebook			
MEDIA VALUE FOR INTERNATIONAL AND DOMESTIC FB - calculated on FY 17-18 results			
Type	\$ value	Number recorded	Media value by type USD
Reaction	0.25	153,843	\$38,460.75
Comment	1	17,284	\$17,284.00
Share	2	24,285	\$48,570.00
Video View <sup>1</sup>	1	1,000,000	\$1,000,000.00
Link Click <sup>2</sup>	1.38	12,180	\$16,808.40
		Media Value	\$1,121,123.15
		plus staff time (inflated by 20%)	\$71,000.00
		Grand Total Media Value	\$1,192,123.15
		Total Media Value per post <sup>6</sup>	\$3,266.09
Media value per post AUD			\$4,409.22

Instagram			
MEDIA VALUE FOR INTERNATIONAL AND DOMESTIC IG - calculated on FY 17-18 results			
Type	\$ value	Number recorded	Media value by type USD
Reaction	0.3	38,697	\$11,609.10
Comment	1	1041	\$1,041.00
Save <sup>3</sup>	3	3900	\$11,700.00
Video View <sup>4</sup>	1.2	15,478	\$18,573.60
Link Click <sup>5</sup>	4	193	\$772.00
Story Impressions <sup>5</sup>	2	193	\$386.00
		Media Value	\$44,081.70
		plus staff time	\$12,000.00
		Grand Total Media Value	\$56,081.70
		Total Media Value per post <sup>6</sup>	\$359.00
Media value per post AUD			\$485.00

Collaborative project with  
Tourism Kangaroo Island  
 and the Kangaroo Island  
Food and Wine  
Association

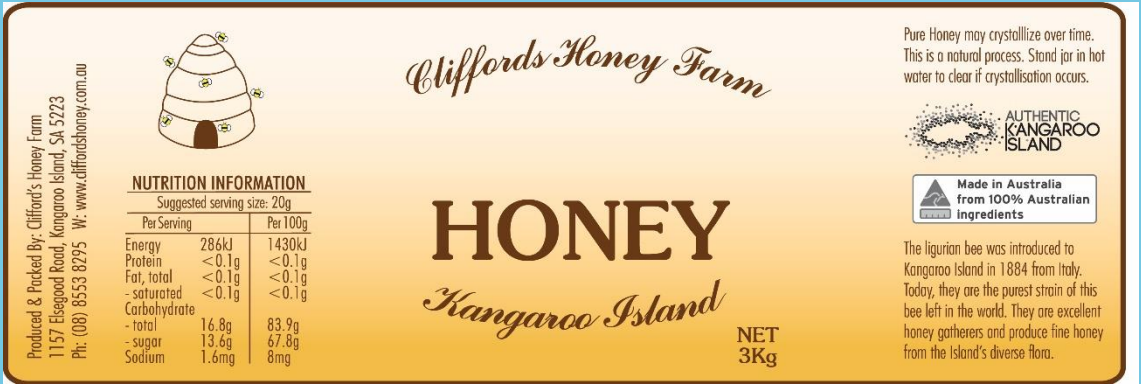
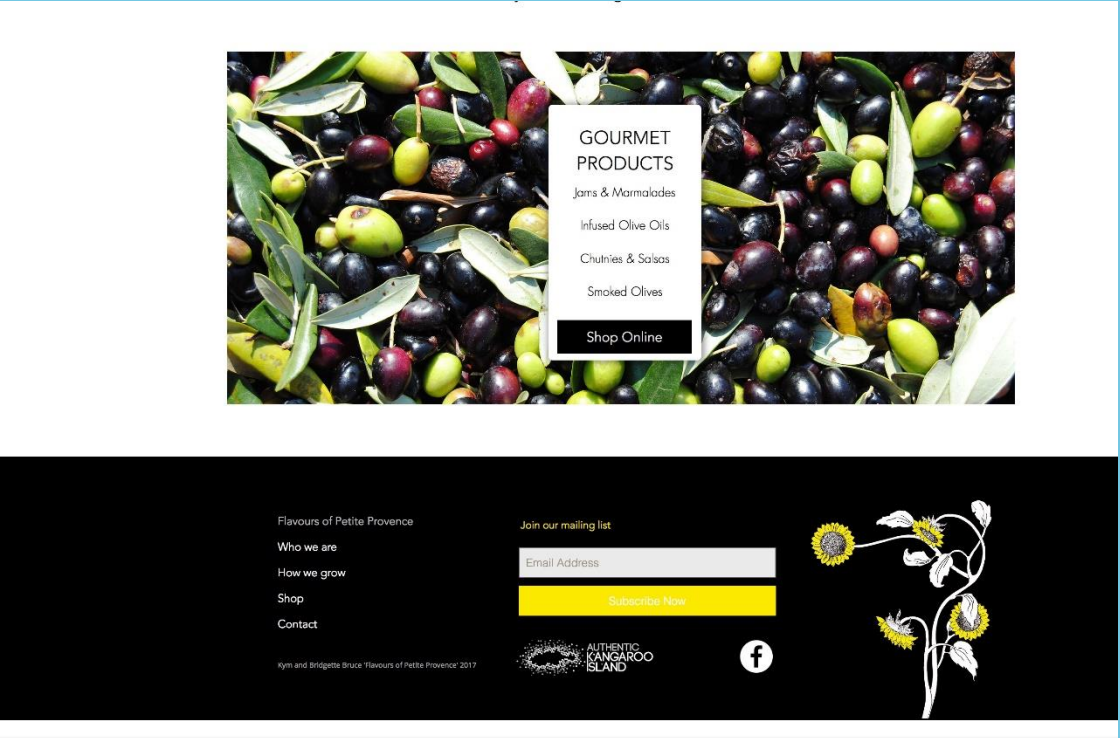
Total media value  
 \$1.25 million.

Cost of program  
 \$83,000



# Graphic Design Project

75% of our members  
took advantage of free  
graphic design services





# The Portal

*[www.seasonalkangarooisland.com.au](http://www.seasonalkangarooisland.com.au)*

278 Photos

14 Videos

35 Fact sheets

8 Business toolkits

- 272 registered users
- From 21 countries
- 17,426 page views

ALL FREE FOR YOU TO  
DOWNLOAD AND USE!





# Brand Cluster Project

Working with three Member groups:

**Honey** – criteria for membership, verifying origin, developing unique brands for each Member; video

**Eggs** – develop criteria to protect true free-range product; video

**Wool** – Assistance and funding to produce a photo gallery for promotion, using the “Proudly Kangaroo Island” mark on a dedicated range of products





# In 2018-19

- ❖ Amalgamation with Business Kangaroo Island to strengthen our voice, create efficiency for members
- ❖ \$30k grant from the Office of the Commissioner to register the corporate Kangaroo Island log in overseas jurisdictions
- ❖ Submission to the PIRSA consultation on establishing on-farm meat processing on Kangaroo Island
- ❖ Distributing the “12 Things that Matter” resources to developers looking to attract staff to Kangaroo Island.
- ❖ Better publicity about the work we are doing
- ❖ Finalise last bits of the Brand Cluster Project.
- ❖ Continue to update the portal with more assets
- ❖ Source new funding to maintain the KI Social Media Alliance program



# Your board for 2018-19



Tony Nolan



Donna Gauci



Brett Miller



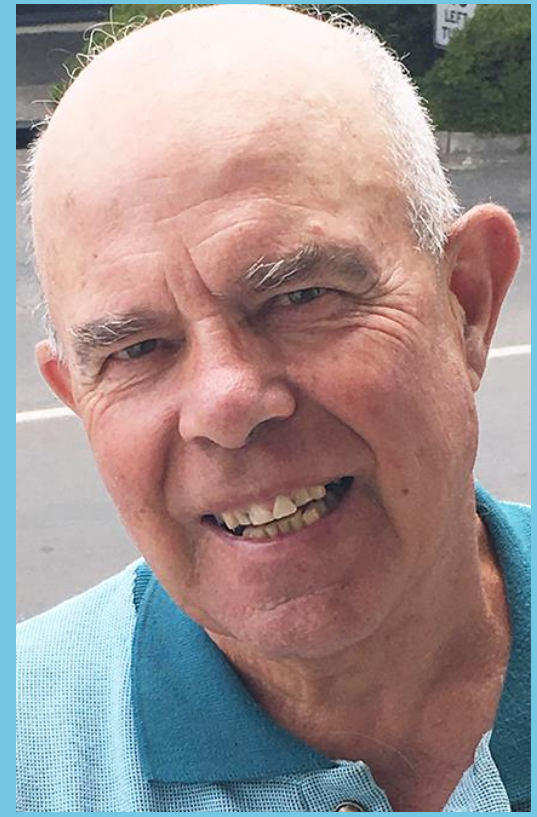
Nick Hannaford



Jayne Bates



Pierre Gregor



Greg Miller



Peter Wyatt



Alice Teasdale



Phillipa Holden



Rick Morris



Shauna Black



Millie Speed